

Message Text

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SUBJECT: EXPANSION AND FULL COST RECOVERY AT POZNAN FAIR

1. I BELIEVE THE US PAVILION AT THE POZNAN FAIR HAS SERVED OUR INTERESTS WELL THESE PAST YEARS, BUT US-POLISH COMMERCIAL RELATIONS HAVE GROWN TO THE POINT WHERE ADDITIONAL EXHIBIT SPACE IS REQUIRED IF WE ARE GOING TO FULFILL OUR OBLIGATION TO SUPPORT US BUSINESS ACTIVITIES IN POLAND.

2. US NON-AGRICULTURAL EXPORTS TO POLAND TRIPLED IN 1974 AND ARE LIKELY TO DOUBLE IN 1975. THE INTEREST OF US FIRMS IN THE POLISH MARKET IS GROWING AT ABOUT THE SAME PACE.

3. AS THE DEPARTMENT IS AWARE, THERE WAS A GREAT DEMAND FOR SPACE IN THE US PAVILION AT THE 1975. POZNAN FAIR. SOME 25 EXHIBITORS HAD TO BE PLACED ON THE WAITING LIST AND THOSE LUCKY ENOUGH TO GET INTO THE PAVILION HAD TO SETTLE FOR ABOUT 40 PERCENT LESS SPACE THAN THEY WANTED. THE OUTSTANDING SUCCESS OF THE FIRMS PARTICIPATION IN OUR PAVILION THIS YEAR HAS MADE THE DEMAND FOR SPACE IN NEXT YEAR'S PAVILION EVEN GREATER. IT SEEMS CLEAR THAT, IF SPACE WERE AVAILABLE, WE COULD FILL A PAVILION WELL OVER

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TWICE THE SIZE OF THE PRESENT ONE.

4. TO MEET AT LEAST PART OF THIS LARGE DEMAND FOR ADDITIONAL SPACE AT THE 1976 POZNAN FAIR AND IN FUTURE YEARS, I URGE THAT WE BE AUTHORIZED FUNDS TO EXPAND THE USABLE SPACE IN OUR PAVILIONS BY ADDING A BALCONY TO PAVILION 19 AND ADDING A THIRD FLOOR TO PAVILION 18, WHICH WOULD BE EXTENDED TO CONNECT THE TWO BUILDINGS AT THE BALCONY LEVEL OF PAVILION 19. THESE EXPANSIONS WOULD ADD ABOUT 500 SQ. METERS OF EXHIBIT SPACE AND 770 SQ. METERS OF TOTAL SPACE, AND WOULD MUCH IMPROVE THE CONFERENCE AREAS AND OTHER SUPPORT FACILITIES FOR THE EXHIBITORS AND PAVILION STAFF.

5. AS A MINIMUM, PAVILION 19 SHOULD BE AIR-CONDITIONED. THE MUGGY CONDITIONS IN OUR PAVILION WERE AMONG THE FEW NEGATIVE ASPECTS OF THIS YEAR'S FAIR. OUR PAVILION WAS ONE OF THE LEAST COMFORTABLE FROM THE POINT OF VIEW OF TEMPERATURE AND HUMIDITY.

6 IF THE REQUESTS FOR EXPANSION AND AIR-CONDITIONING ARE AUTHORIZED, I WOULD PROPOSE THAT THERE BE NO COMMERCE SUPPORT FOR OUR PARTICIPATION IN THE 1976 POZNAN FAIR AND THAT WE RUN IT ON A FULL-COST--RECOVERY BASIS.

7 THE MANAGEMENT OF THE POZNAN FAIR HAS AGREED TO LOWER OUR RENT SUBSTANTIALLY FOR THE NEXT SEVEN YEARS IF WE EXPAND OUR PAVILION. MOREOVER, IF WE CAN AIR-CONDITION PAVILION 19, THE EXHIBITORS AT THIS YEAR'S FAIR AGREED THEY WOULD BE WILLING TO PAY 30 TO 40 PERCENT HIGHER RENTAL FEES.

8. *-84 \$843:594)95# -,\$ \$3 8&,34 2-44 #-;3 5-(3,
DETAILED INFORMATION ON OUR EXPANSION PLANS TO WASHINGTON WITH THEM. IF WE COULD GET AN EARLY AUTHORIZATION, THE EXPANSION AND AIR-CONDITIONING SHOULD BE IN PLACE FOR NEXT YEAR'S FAIR

9. THE ESTIMATES WE HAVE RECEIVED INDICATE THAT THE EXPANSION SHOULD COST ABOUT \$500,000 (ABOUT 90 PERCENT OF WHICH WOULD BE IN ZLOTYS) AND THE AIR-CONDITIONING ABOUT \$100,00.

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10. US-POLISH COMMERCIAL RELATIONS ARE ADVANCING RAPIDLY TO THE GREAT BENEFIT OF OUR OVERALL RELATIONS WITH THIS COUNTRY. I URGE THAT THE REQUESTED EXPANSION AND AIR-CONDITIONING BE AUTHORIZED QUICKLY SO THAT THE CENTERPIECE OF OUR EXPORT-PROMOTION CAMPAIGN IN POLAND CAN KEEP ABREAST OF QUICKLY GROWING COMMERCIAL RELATIONS WITH POLAND.
DAVIES

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